

Art Works for Virginia

January 25-27, 2011

Our agenda will continue to be updated. Please check the website for updates and announcements.

Tuesday, January 25, 2011 - Pre-Conference Sessions

12:30 p.m. **Registration**

1:00 p.m. **Building a Shared Responsibility for the Arts**

Many of us have spent years searching for the strongest possible message and the best case on which to build support for the arts. Yet the messages we have used have not always yielded the broad sense of shared responsibility that we seek. To address this challenge, ArtsWave, formerly the Fine Arts Fund, of Cincinnati conducted research on public attitudes about the arts. This landmark analysis has led to a new communications approach for arts and culture. Margy Waller, Vice President of ArtsWave, will talk about the research and the results of the new communications strategy.

2:30 p.m. **Virginia Oasis**

Virginia localities across the state share recent accomplishments and challenges with an opportunity for questions, feedback, and mentoring.

2:30 p.m. **Virginia Presenters Network**

The View from the Funder's Desk, a panel discussion

3:30 p.m. **Virginia Presenters Network**

Networking session, What's Next for the Virginia Presenters Network.

4:30 p.m. **Gallery Walk**

Meet gallery directors and the community organizers of Richmond's emerging Arts and Culture District - Curated Culture, First Fridays Richmond, Quirk Gallery, 1708 Gallery, and Visual Art Studio. Transportation will be provided.

6:00 p.m. **Dutch Treat Dinner of the Virginia Alliance of Local Arts Agencies**

6:00 p.m. **Dutch Treat Dinner of the Virginia Presenters Network**

9:00 p.m. **Hospitality Suite**, sponsored by the Virginia Presenters Network and open to all conference attendees

Wednesday, January 26, 2011

8:30 a.m. **Registration**, coffee, and conversation

Conference participants are invited to bring up to 50 copies of brochures, studies,

other printed materials, and DVDs for the handout tables.

8:30 a.m. to **Workhouse Arts Center Exhibition**

5:00 p.m. A day long exhibition by artists from the Workhouse Arts Center in Lorton. In between conference sessions, participants can see (and purchase) original works by some of our state's outstanding artists and artisans. Artists will be on-site demonstrating their work.

9:30 a.m. **Opening Session**

Welcome - Nick Covatta, Chair of the Virginia Commission for the Arts, and Suny Monk, President of Virginians for the Arts

Keynote Speaker - Eric Booth, actor, writer, and teacher

Three stars have lined up that make real change in the arts in young lives: the business world is concerned that schooling does not develop creativity in the young; the arts are becoming aware they can offer something essential to addressing youth development problems; and new ideas and experiments are arising to inspire us. Eric Booth will illuminate the power and beauty of the opportunity, clarify our opportunities to have the arts change the trajectory of young lives and communities, and charge us with accomplishable steps for a statewide collaboration to tap the power of the arts.

11:00 a.m. to **Drive-By Marketing Returns** - back by popular demand

4:30 p.m. Tackling a challenging project? Frustrated that you are getting no publicity? Experiencing budget blues? Or just want to confidentially bounce off ideas with a marketing/PR professional? Here is your chance! Back by popular demand, Lynn Kirk of Neathawk Dubuque & Packett and Kirk Communications will return for drive-by marketing consultations from 11 a.m. to 4:30 p.m. Registration will be first-come, first-served. RSVP for your 20 minute time slot by emailing, with Drive-By Marketing as the subject, your name and preferred time slot to arts@arts.virginia.gov.

11:00 a.m. **CONCURRENT SESSIONS**

A. **Strategies for Survival in a Bad Economy**

Jim Royce, Director of Marketing, Communications, and Sales, Center Theatre Group, Los Angeles, will outline strategies to survive the current economy and to position your organization when more prosperous times return. He will talk about how to bring customers closer, how to strengthen your brand, and updating your value proposition.

B. **Telling Our Story**

In our advocacy materials we say that nonprofit arts organizations build communities and are vital to quality of life, economic development, and education. All too often, however, our actions and statements undercut these advocacy efforts. Leaders of two well-established Virginia arts organizations will lead a discussion of strategies to integrate arts

organizations into the mainstream of community life and ways to talk about the value of the arts that resonate with decision-makers and the general public.

C. National Trends in Public Art

Jack Becker, founder and Executive Director of Forecast Public Art and editor of the Public Art Review, will present an overview of trends in public art programs around the country. Mr. Becker specializes in projects that connect the ideas and energies of artists with the needs and opportunities of communities.

D. MINDS WIDE OPEN: *Virginia Celebrates Children and the Arts*

The statewide celebration of children and the arts begins on March 1, 2012. This session will include ideas for creating your MINDS WIDE OPEN programs and suggestions of possible collaborations with other organizations in your community.

E. Virginia Art Educators Supervisors Meeting

Public school art supervisors will meet to discuss common issues. Debbie Barnard, VAEA Supervision and Administration Division Director, will lead the discussion.

F. Virginia Music Educators Supervisors Meeting

Public school music supervisors will meet to discuss common issues. John Brewington, President of VMEA, will lead the discussion.

12:30 p.m. **Conference Luncheon, Remarks by Virginia Secretary of Education Gerard Robinson and performance by Samson Trinh and the Upper East Side Big Band**

2:00 p.m. **Virginians for the Arts Annual Membership Meeting**

2:00 p.m. .Short Attention Span Sessions

Updates on funding opportunities -Representatives of the Mid Atlantic Arts Foundation and other funders will provide information on funding opportunities and ways to make your applications stand out.

3:00 p.m. **CONCURRENT SESSIONS**

G. Great Customer Service Comes from the Heart

To earn your customers' repeat business, you need to focus on Attitude, Services, Teamwork, and Consistency. Attitude is EVERYTHING. With a positive attitude and a sincere desire to serve, you will earn the loyalty of your customers and the respect of your teammates. In this workshop Bobbie Walker of the Virginia Tourism Corporation will identify positive behaviors that enhance customer service skills, learn to treat co-workers as INTERNAL customers, give front-line employees the confidence and support they need to shine as hosts, and learn to lead by

example.

- H. **Leveraging Technology Across Institutions**
Linda Colet of DaoPoint Digital, advises museums and art centers on how to make collections and information more accessible to their staff and public. She will talk about incorporating technology into strategic planning, data mining, and collections management.
- I. **Engaging Local Artists in Public Art Projects**
Artists and public art administrators from Norfolk, Roanoke, and Alexandria will share information about successful collaborations.
- J. **Marketing Directors Roundtable**
Marketing directors of Virginia arts organizations will come together to learn more about marketing to different demographics, to share ideas, and to discuss trends in arts marketing.
- K. **Development Directors Roundtable**
Development directors of Virginia arts organizations will come together to talk about trends in fundraising and strategies for raising money in a difficult economy.
- L. **MINDS WIDE OPEN: *Virginia Celebrates Children and the Arts***
Repeat of the morning session
- M. **Virginia Art Educators Supervisors Meeting**
Continuation of morning session
- N. **Virginia Music Educators Supervisors Meeting**
Continuation of morning session

5:30 p.m. **Reception for Conference Attendees, honoring members of the Virginia General Assembly, *sponsored by Altria***
Library of Virginia, 800 East Broad Street

All Virginia Delegates and Senators will receive written invitations to the reception. If you plan to attend, please let your legislators know. Your personal invitation and the fact that you will be there are important.

7:00 p.m. **Dutch Treat Dinner and Major Arts Institutions Roundtable Meeting**
Gibson's Restaurant, lower level, 700 East Broad Street

Thursday, January 27, 2011

7:30 a.m. **Arts Advocacy Day Kick Off Meeting**
Continental Buffet Breakfast, *sponsored by Dominion*

8:00 a.m. **Advocacy Instructions**, including tips for visits with legislators. Handout

materials will be available.

8:30 a.m. **Visits with Legislators**
Virginia General Assembly Building, 9th & Broad Streets

CONFERENCE HOTEL

Richmond Marriott Hotel, 500 East Broad Street, Richmond, 804-643-3400 or reservations at 1-800-228-9290

Special Conference Rate, Single or Double:

\$130 plus tax of 13%

Hotel reservations are to be made directly with the Richmond Marriott Hotel. Reservations must be guaranteed with a major credit card or accompanied by a first night's deposit. To guarantee conference rates, make your reservation by January 10 and state that you are attending the Art Works for Virginia conference.

DIRECTIONS TO THE RICHMOND MARRIOTT HOTEL

From points north of Richmond/I-95 Southbound:

From I-95 South take Exit 74C (Broad Street West/State Capitol). The Richmond Marriott will be nine blocks from Exit 74C on the right hand side corner of Broad and Fifth Streets.

From points east of Richmond/I-64 Westbound:

From I-64 take Exit 190 (Fifth Street). The Exit will take you directly onto Fifth Street. Go one-third mile, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

From points west of Richmond/I-64 Eastbound:

As you enter Richmond on I-64 eastbound, it will merge with I-95 South. From I-64/I-95 take the Third Street/Airport/Williamsburg exit. Bear right as you exit onto Third Street. Go approximately one-third mile, and turn left onto Marshall Street. Go two blocks, and turn right onto Fifth Street. Go one block, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

From points south of Richmond/I-95 Northbound:

From I-95 North take Exit 74C (Broad Street West/State Capitol). Once you are on Broad Street westbound, the Richmond Marriott will be on the right hand side corner of Broad and Fifth Streets.